

Brandear Announces Its First Rebranding

Introducing the New Brand Message “Brand is Dramatic,” Along with a New Logo and New App — Today (January 19, 2026)

CircLuxe Inc., led by Yasuto Saito, President & CEO, and Takashi Kudo, Board Director & COO, is a fashion resale company headquartered in Minato-ku, Tokyo. The company announces that Brandear, its luxury brand buy-and-sell service, will undertake its first rebranding since launch, aimed at further enhancing the customer experience and supporting continued business growth.

As part of this rebranding, Brandear will introduce a new brand logo and brand message, along with the launch of its first official mobile app, beginning Monday, January 19, 2026.

Brandear

▲New Logo

BRAND is DRAMATIC.

▲New Brand Message



▲New App Screens

Why We Rebranded

As the reuse market continues to expand, buying and selling branded items has become a familiar and accessible choice. As lifestyles and values evolve, choosing, wearing, and parting with brands has become a natural part of everyday life.

In this context, Brandear has reconsidered its role beyond transactions alone. Brandear seeks to stay close to customers by recognizing both the excitement of acquiring valued items and the emotional attachment that can accompany letting them go.

By making it easy to buy and sell branded items and update one's style in line with personal change, Brandear aims to offer a marketplace where the resale experience can be enjoyed. With this rebranding, Brandear clarifies its value as an enjoyable brand reuse marketplace.

New Brandear Logo

The new Brandear logo is designed to feel subtly luxurious and uplifting, incorporating expressive calligraphic elements that create a sense of movement and warmth. These elements reflect the emotional highs and transitions associated with choosing, wearing, and passing on brands.

While Brandear operates as a reuse service, the logo also reinforces its presence as a platform where fashion and self-expression can be enjoyed, visually setting Brandear apart from other brand resale services.

Brandear

New Brand Message: “Brand is Dramatic”

Brandear introduces its new brand message, “Brand is Dramatic.”

Brandear believes that experiences surrounding brands—such as the excitement of acquiring an item or the sense of attachment when letting it go—are not extraordinary events, but moments that naturally occur in everyday life. Each decision related to a brand carries meaning shaped by timing, circumstance, and life changes.

Through this new brand message, Brandear expresses its intention to be a marketplace that welcomes these feelings as part of the brand experience, from selling items at the right moment to finding pieces that fit one’s current life. By encouraging people to enjoy brands while adapting what they wear to who they are at each stage, Brandear affirms the value of reinterpreting brands in a way that feels personal and natural.

BRAND is DRAMATIC.

New Brandear App

With the launch of Brandear’s new app, Brandear brings selling and buying branded items together in a single, seamless platform. Featuring an intuitive interface that allows even first-time users to easily list items for sale and browse available products with confidence, the app maintains the sense of trust and reassurance that define the Brandear experience.

By integrating these functions into one app, Brandear makes the circulation of brands a more positive and enjoyable experience.

【Key Features of Brandear App and Service】

- Buy and sell branded items seamlessly within a single app
- Intuitive and easy-to-use interface, even for first-time users
- Browse and purchase from over 50,000 pre-owned brand items available in the app
- Buyback services covering more than 6,000 brands
- No fees for shipping, appraisal, or cancellation
- Convenient at-home shipping buyback service (free shipping kits provided)
- Fair and careful appraisal conducted by experienced professional staff

【Brandear App Overview】

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|----------------------|--|
| • App Name | : Brandear |
| • Service | : Buy-and-sell platform for branded items |
| • Supported OS | : iOS / Android |
| • Fees | : Free registration (data charges apply) |
| • Launch Date | : Monday, January 19, 2026 |
| • Operator | : CircLuxe Inc. |
| • Supported Language | : Japanese |
| • Download | : iOS: https://apps.apple.com/jp/app/brandear-ブランドイア-中古ブランド品通販-買取/id6753277469 |
| | Android https://play.google.com/store/apps/details?id=jp.brandear.mobile.app |



▲ New App Icon



▲ New App Screens

Our Future Direction

Brandear will build on its rebranding and the launch of its new app to strengthen communication that connects with the emotions and choices of people who love brands.

Beyond supporting the act of buying and selling, Brandear is committed to creating a new culture of reuse—one that embraces changes in life stages and values, and reflects the evolving ways people relate to brands.

Message from the President & CEO

Brandear has built its reputation as a trusted service for selling branded items, centered on our home pickup buyback offering. With this rebranding, we are expanding Brandear into a place where people can both sell and buy branded items with ease, supporting the full cycle of reuse as part of everyday life.

As the first step in this evolution, we are launching a new brand logo together with our official mobile app.

Our new brand message, “Brand is Dramatic,” reflects our belief that making it easier to sell and buy reuse fashion as part of everyday life helps people enjoy fashion in more practical and flexible ways. By treating resale not as a special occasion but as a normal option, we want people to feel free to choose, change, and pass on fashion as their lives evolve. The new logo visually represents this idea and the direction Brandear is taking.

Through the app, we connect selling and buying across a wide range of brands and fashion categories in one place. Customers can list items, browse products, and complete transactions within a single experience, supported by the reliability and trust Brandear has built over time.

Brandear will continue to stand by everyday fashion decisions, helping value move smoothly from one owner to the next and supporting a reuse culture that people can trust as part of their daily lives.

Yasuto Saito, President & CEO, CircLuxe Inc.

Company Overview: CircLuxe Inc.

Company Name	: CircLuxe Inc.
Head Office	: Aoyama OM Square, 2-5-8 Kita-Aoyama, Minato-ku, Tokyo, Japan
Representative	: Yasuto Saito, President & CEO
Date of Establishment	: March 1, 2004
Business Activities	: Buying and selling of apparel, bags, watches, and precious metals from domestic and international brands
Shareholder	: Aucnet Inc. (100%)
Website	: https://circluxe.jp/

Company Overview: Aucnet Inc.

Company Name	: Aucnet Inc.
Head Office	: Aoyama OM Square, 2-5-8 Kita-Aoyama, Minato-ku, Tokyo, Japan
Representative	: Shinichiro Fujisaki, President & CEO
Date of Establishment	: June 29, 1985
Capital	: JPY 1,807 million (as of December 31, 2024)
Consolidated Revenue	: JPY 55,910 million (FY ended December 2024)
Consolidated Employees	: 1,060 (as of December 31, 2024)
Business Activities	: A circular market design company providing online auctions and related distribution services for used automobiles, used digital devices, luxury goods, flowers, used motorcycles, used medical equipment, and other categories
Stock Listing	: Tokyo Stock Exchange Prime Market (Securities Code: 3964)
Website	: https://www.aucnet.co.jp/